

RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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September 22, 1997

RJR Account #332520

Mr. A. Grass
KEYSTONE TOBACCO

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear Alan:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 26 skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-24488	<u>2</u>
Light Men 100	12300-24492	<u>2</u>
Light 100	12300-24489	<u>1</u>
FF 100	12300-24490	<u>1</u>

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

October 20, 1997

Ship Date to Retail:

Week of: October 27, 1997

SKU CUBE:

1.0195

SKU WT (w/o Product):

1.7300 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (If additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$928.47

51845 9602

-2-

B2G1F

KEYSTONE TOBACCO

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

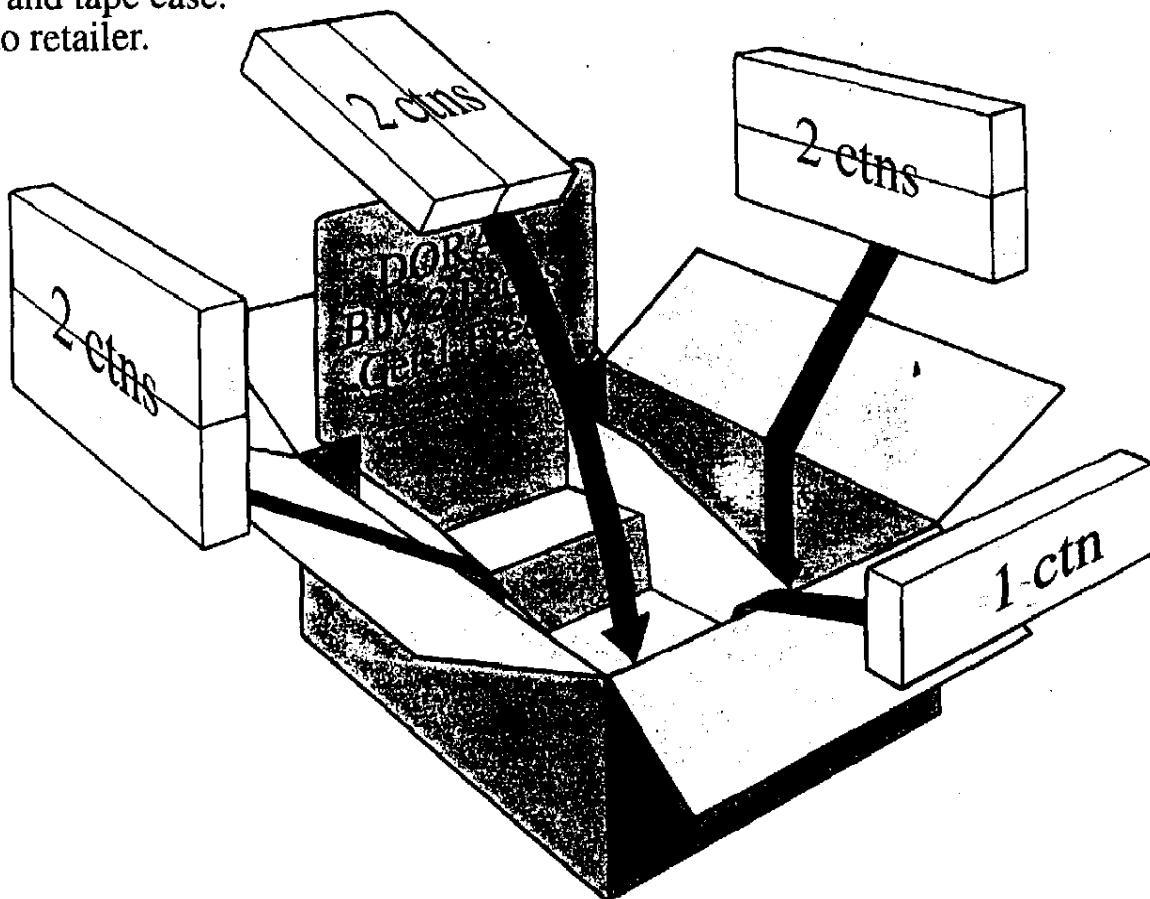
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174

Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	Light	LT MEN 100	Light 100	FF 100		
Number of Cartons						

51845 9604

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 12
 DATE: 97-09-08
 TIME: 08:54 AM

 WHOLESALER : 332520 KEYSTONE TOBACCO CO., INC. <DIRECT>
 TEMPLATE : 701647 71100 DOR B2G1F NOV
 TEMPLATE SEQ : 0019
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	763325	ANGLE MARKET #1	254 CHENANGO ST	BINGHAMTON	NY	13901	2				(607) 722-7582
162204	162226	639445	FAST MART	1304 NORTH STREET	ENDICOTT	NY	13760	1				(607) 785-9600
162204	162226	714966	HESS #32279	GEORGE F HIGHWAY	ENDWELL	NY	13760	1				(607) 754-8031
162204	162226	746235	PARLOR CITY SMK SHO	46 COURT ST	BINGHAMTON	NY	13901	5				(607) 722-4643
162204	162226	762326	WEST SIDE MINI MART	95 MAIN ST	BINGHAMTON	NY	13905	5	NYS			(607) 772-8079
162204	162226	763827	HESS #32276	357 STATE ST	BINGHAMTON	NY	13901	4	NYS			(607) 722-9334
162204	162226	171103	QUALITY MARKET	1206 VESTAL AVE	BINGHAMTON	NY	13903	5	NYS			(607) 724-4557
162605		058682	SWEENEY'S MARKET	W. MAIN & RT 434	APALACHIN	NY	13732	1	NYS			(607) 625-3341

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 24

51845 9605